

NATURE CENTER SPECIALIST

DEFINITION

To perform general management of the gift shop including inventory and financial functions, buying and displaying merchandise, marketing strategies, and customer/vendor/public relations; to provide responsible technical assistance by coordinating and monitoring various departmental activities as needed; to train and supervise volunteers and student aides; and to perform related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from an assigned supervisor; may exercise technical and functional guidance over volunteers and student aides.

ESSENTIAL FUNCTIONS – Functions may include, but are not limited to, the following:

Plan, organize, and manage the general operations of the gift shop; provide information to visitors using good customer service techniques; and answer questions about exhibits, animals and services provided by the Nature Center.

Receive all goods for resale and sign for delivery; count and inspect merchandise; process merchandise returns to vendors and keep related records; total purchases, receive payment, make change, and process credit transactions accurately and efficiently.

Set up and maintain store merchandise displays and price merchandise for resale. Establish and maintain an aggressive marketing program.

Communicate with current and prospective vendors to establish accounts, negotiate pricing, and order merchandise for resale.

Balance daily income receipts, deliver store receipts to the City Financial Department; and verify and direct invoices to Finance Department accounts payable.

Compile and develop information for special studies and reports from a variety of resources and assist with various special projects, including research, coordination, and implementation; perform data collection and analysis; prepare draft reports and technical documents.

Perform technical duties related to area of assignment including interpreting, analyzing, and determining compliance or acceptance of information and materials; prepare reports to document results of duties performed.

Participate in budget planning and preparation; record a clear audit trail of monthly expenditures and income; make mathematical calculations.

May be responsible for the center in the absence of senior staff, as needed.

Enter and retrieve data from an on-line personal computer system and use such technology to produce reports, and prepare written correspondence.

Conduct periodic and annual merchandise inventories; attend trade shows; communicate with associates in similar museum gift shops.

Interview, select, train and supervise volunteers.

Order and maintain inventory of office supplies for the gift shop.

Assist in the opening and closing of the center, with responsibility for the security of the store, daily receipts, merchandise, fixtures and equipment.

Build and maintain positive working relationships with co-workers, volunteers, other City employees and the public using principles of good customer service.

Perform related duties as assigned.

#### MINIMUM QUALIFICATIONS

##### Knowledge of:

Principles and practices of customer service and cash handling.

Marketing strategy practices including customer needs assessment and evaluation of customer satisfaction.

Research methods and techniques.

Principles and methods for showing, promoting, and selling merchandise.

Methods and procedures of computerized inventory systems, shipping, receiving, and stock handling.

Modern office practices and procedures; computer equipment and software applications related to assignment.

Business correspondence and report preparation.

Basic mathematics.

English usage, spelling, grammar, and punctuation.

Ability to:

Greet and welcome visitors to the gift shop and/or center.

Analyze situations quickly and objectively to determine proper course of action.

Collect, compile, analyze and present a variety of data in a meaningful way.

Plan and oversee the work of volunteers and student assistants.

Use initiative and sound judgment within established guidelines.

Identify and interpret technical and numerical information; explain systems and procedures to staff and others.

Keep work related records and prepare reports using a computer.

Communicate clearly and concisely, both orally and in writing.

In the absence of a supervisor, assume responsibilities as needed.

Work varied hours/days, including weekends.

Establish and maintain effective working relationships with those contacted in the course of work.

Work with various cultural and ethnic groups in a tactful and effective manner.

Experience and Training

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Three years of increasingly responsible customer service and technical experience in retail management. Experience managing a museum gift shop is highly desirable.

Training:

Equivalent to an Associate's degree with major course work in Business, Marketing, Public Administration or related field.

License or Certificate

Possession of a valid California driver's license.

PHYSICAL DEMANDS

On a continuous basis, stand at register and sit at a desk for long periods of time. Intermittently twist and reach office equipment; write or use keyboard to communicate through written means; reach, bend, stoop and lift when filing documents; type on a 10-key calculation device; lift up to 20 pounds.

WORKING ENVIRONMENT

Some of the work is performed indoors in a carpeted and air-conditioned office environment with fluorescent lighting and moderate noise level. There is exposure to outside atmospheric conditions, traffic, and noise when attending meetings. Work is frequently disrupted by the need to respond to in-person and telephone inquiries.

4/05